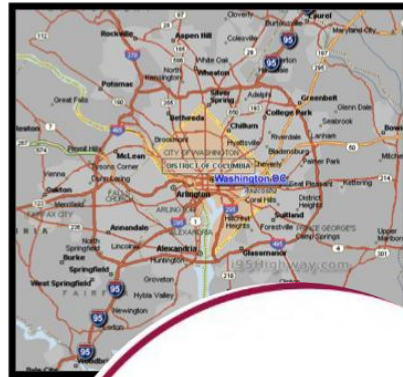


Steven M. Titunik
VDOT Northern Virginia
Regional Transportation Program
Communications Director



VIRGINIA
MEGAPROJECTS

VDOT and its partners are building \$6 billion dollars worth of transportation improvements in Northern Virginia, collectively called 'Virginia Megaprojects'



Virginia/D.C. region is one of the most congested in the nation

- **495 Express Lanes**- 14 miles of new lanes to open Nov. 2012
- **95 Express Lanes**-29 miles reversible Express Lanes system to open early 2015
- **Telegraph Road interchange** - last phase of Woodrow Wilson Bridge
- **Fairfax County Parkway extension (BRAC related improvements)** - build 1.8-mile link to be complete end of 2015
- **I-95 Widening** - widen six miles to be complete end of 2012
- **Dulles Metrorail** - extends Metro to Dulles Airport-23 miles new to DC metro system. Phase I: est. open Spring 2013, Phase II- est. open 2016

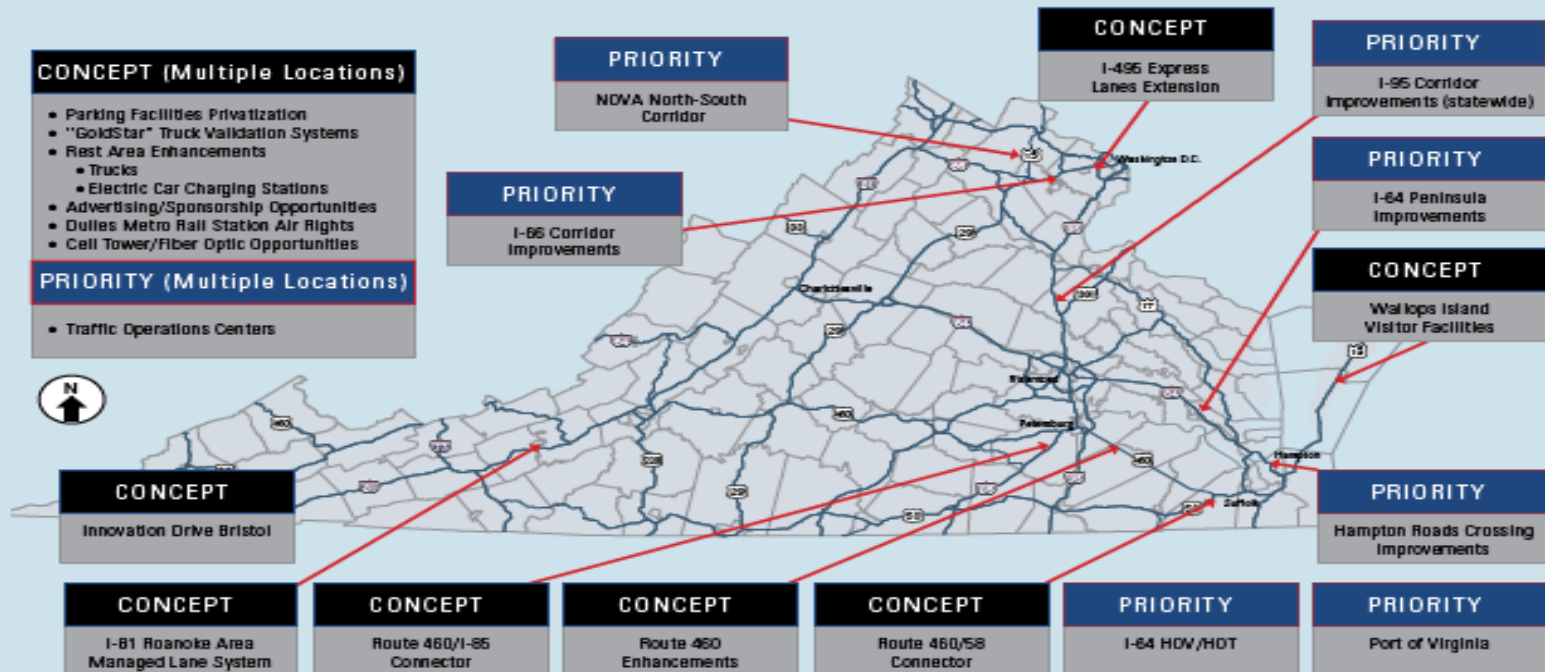
What are Megaprojects?

- A Federal Highway Administration classification identifying types of transportation projects distinguished by their large-scale engineering scope and cost, generally over \$1 billion or more. Megaprojects are also distinguished by their complexity and impacts on the community.
- Collectively, Virginia Megaprojects represent more than \$6 billion dollars in transportation improvements, providing travelers with more transportation choices and improved connectivity between regional interstates and major arterial road networks.



Public Private Transportation Act

PUBLIC-PRIVATE TRANSPORTATION ACT (PPTA) PROJECT PIPELINE JUNE 2012



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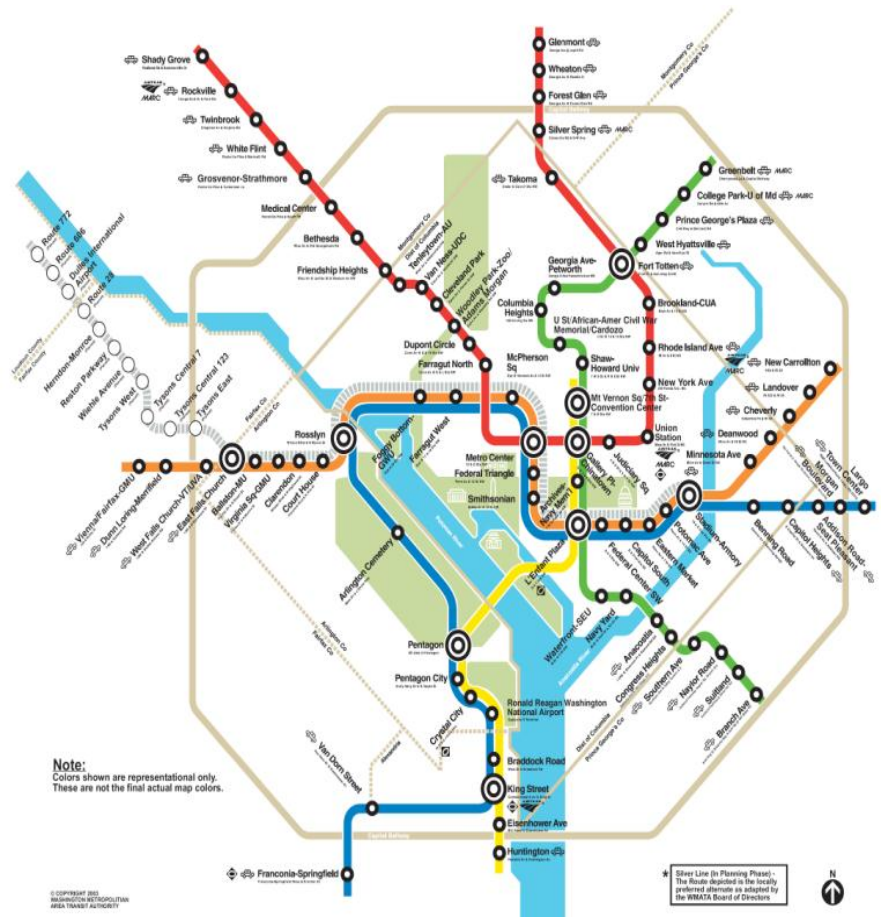


VIRGINIA
MEGAPROJECTS

Dulles Corridor Metrorail Project

2009-2013 Phase 1 At-a-Glance

- Seamless integration with current 106-mile Metro system
- 23-mile extension that branches off existing Orange Line after East Falls Church Station, providing direct connections to DC without transfers
- 11 new stations
 - Phase I-5
 - Phase II-6
- Phase 1: East Falls Church to Wiehle Avenue in Reston; est. open: 2013
- Phase 2: Wiehle Avenue through Dulles Airport to Ashburn; est. open 2016



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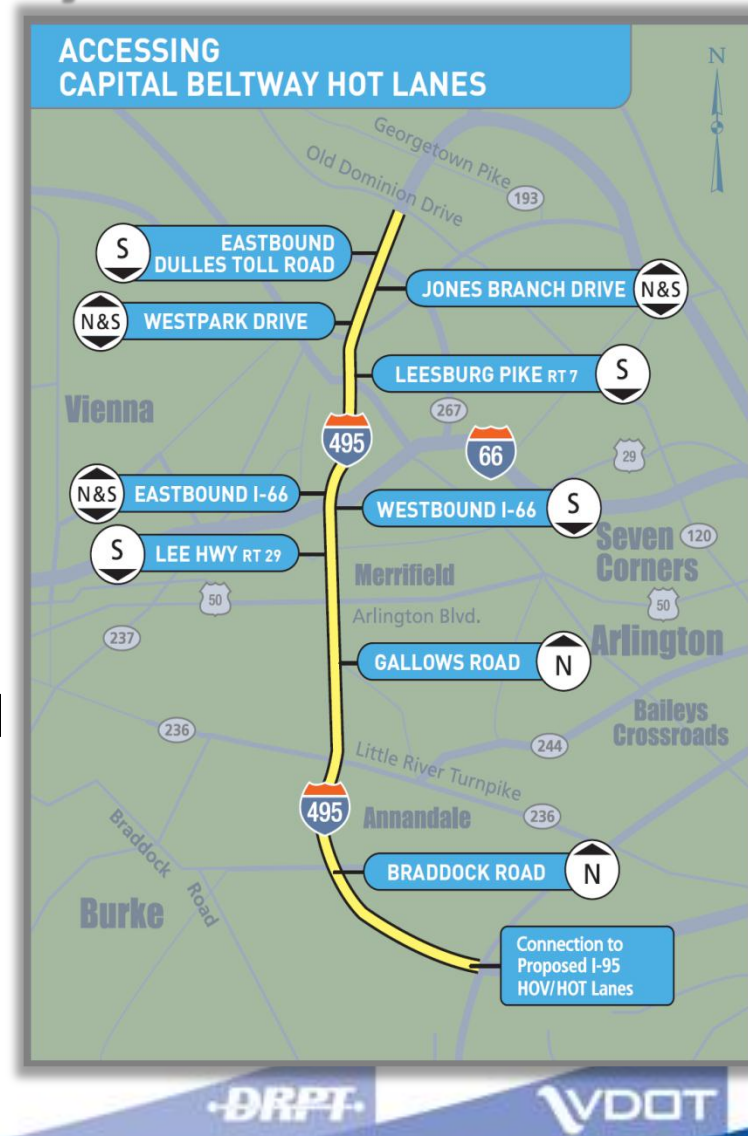


VIRGINIA
MEGAPROJECTS

I-495 High Occupancy Toll Lanes

Overview: 2008-2012 will open in Nov

- Two added express lanes in each direction- 14 miles
- Bus/Carpool/HOV-3 lanes on the Beltway for the first time
- Seamless connection with existing HOV Service I-395/I-95, I-66, and Dulles Toll Rd
- Toll option for motorists needing reliable travel time
- Replace \$260 million of aging infrastructure over Beltway



I-95 Express Lanes 29 miles 2012-late 2014

- **Expand existing HOV lanes from 2 to 3 lanes for 14 miles** between Edsall Road area on I-395 to Prince William Parkway
- **Improve the existing two HOV lanes for six miles** from Prince William Parkway to Dumfries Road
- **Build 9-mile extension of existing HOV lanes** from Dumfries to Garrisonville Road in Stafford County
- **Add new or improved access to and from HOV/HOT network at key interchanges**



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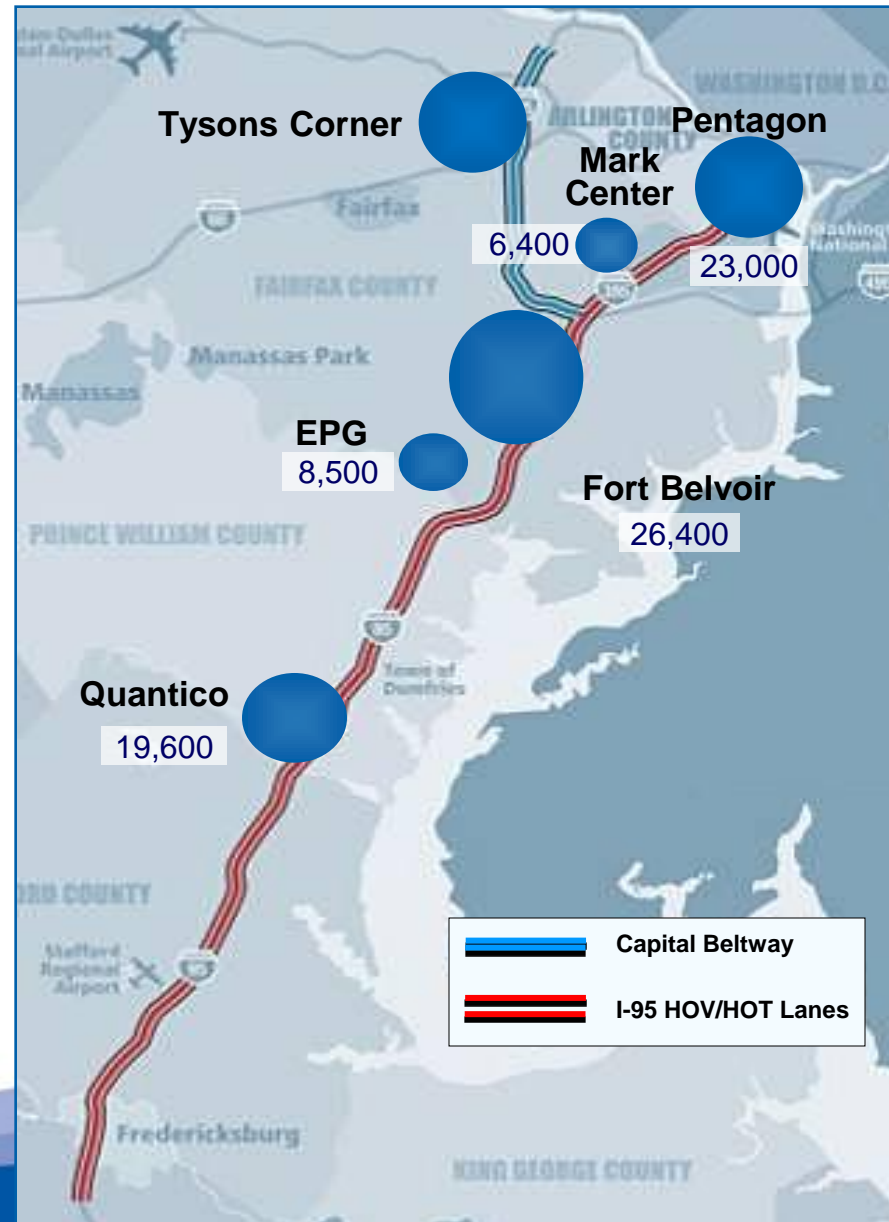
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VIRGINIA
MEGAPROJECTS

BRAC - National Security

- I-95/395 is an important and unique corridor because it serves current and future military bases.
- It serves five major DoD facilities:
 - Pentagon
 - Fort Belvoir - Mark Center at Seminary Road
 - Fort Belvoir – Main Post
 - Fort Belvoir North (EPG)
 - Quantico
- Combined, they will employ 84,000 people.



Did You Know...

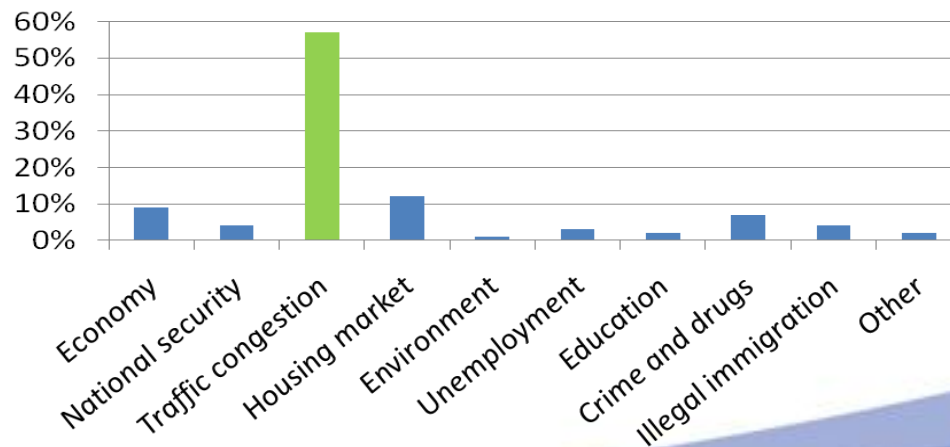
- More than 1 million vehicles pass through Megaprojects' work zones ...every day.
- Two 500-ton segmental launching gantries operated simultaneously within or over VDOT's ROW on the Dulles Metrorail project – the first time it's ever been done in the U.S. and in the same 495 Express Lanes Project area (sand box). Over 250,000 vehicles travel in this corridor each day
- Full **Beltway closures** to accommodate 495 Express Lanes construction after midnight. Over 1,000 w/detours coordinated with state/ local police, and emergency services.
- Megaprojects staff has processed over 15,000 lane closure requests, (250 per week, 35 a night).
- Northern Virginia is home to the Federal Government, National Military Command Structure, and High Tech Defense and Telecommunications Corporations.
- Northern Virginia ranks as number 2-most congested regions
- Tysons is the 12th largest CBD (Central Business District) in the country
- Almost 1/3rd of Virginians live in NoVa. 8 million Virginians - 2.6 mil. live in NoVa.
- Fairfax County has more companies in the Fortune 500 than do 34 states
 - Federal contracts in Fairfax County greater dollar value of any U.S. county - \$23.3 bil.

Congestion Crisis

- Washington, D.C. ranked 1st in worst traffic congestion in U.S.
- Each year, the average Washington commuter wastes over 3 days a year in their cars - 74 hours per year
- Beltway 3rd most congested roadway in the U.S.



Top Issues Living in DC Region



Source: Texas Transportation Institute 2011 Annual Urban Mobility Report

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MEGAPROJECTS



95 EXPRESS LANES PROJECT:

TRANSPORTATION MANAGEMENT PLAN OVERVIEW

Mitigating the Impacts

The TMP:

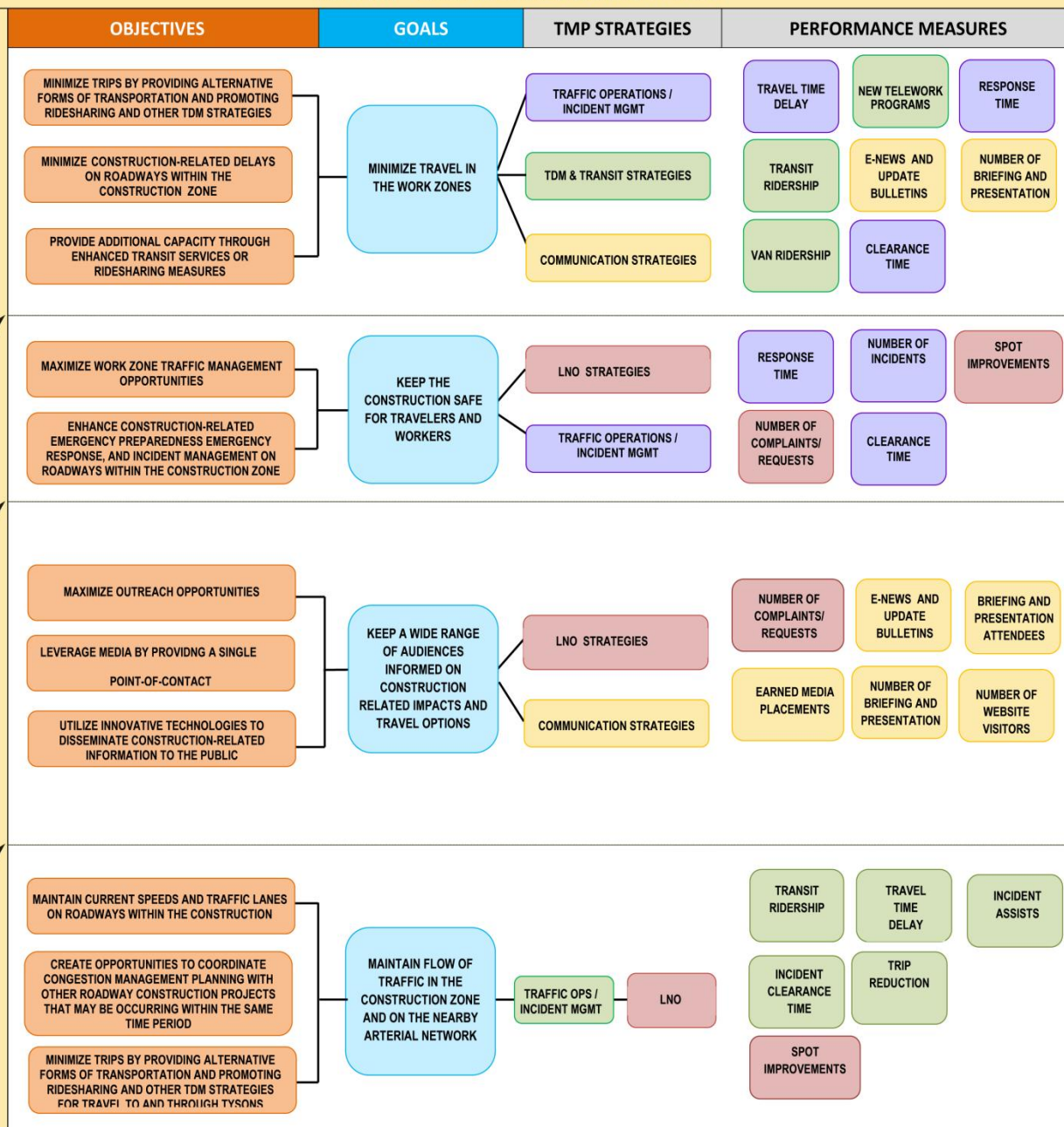
The TMP Goals:

- **Ensure public safety,**
- **Provide a high level of mobility,**
- **Offer reliable information so travelers can better plan their trips throughout the construction zone.**

The TMP focuses efforts in four broad strategy groups to mitigate construction-related congestion:

- **Traffic Operations and Incident Management**
- **Transit and Transportation Demand Management**
- **Local Network Operational Enhancements**
- **Communications and Outreach**

95 TMP GOALS & OBJECTIVES



2008-2015 Total TMP Budget

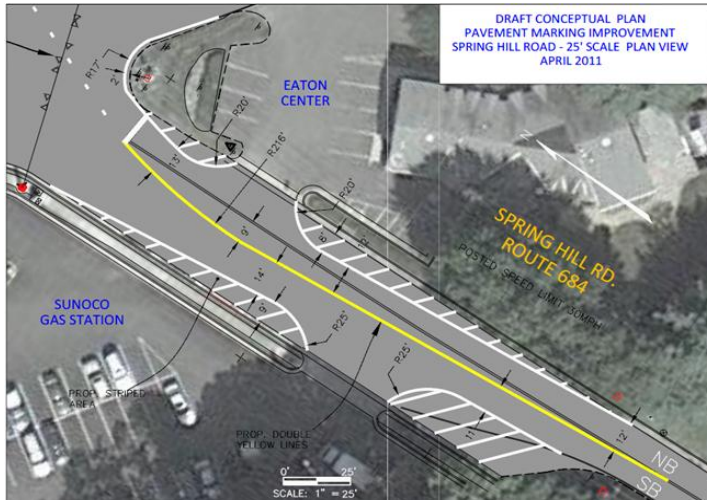
- 97 mil strategic communications
- Public outreach share 24 mil

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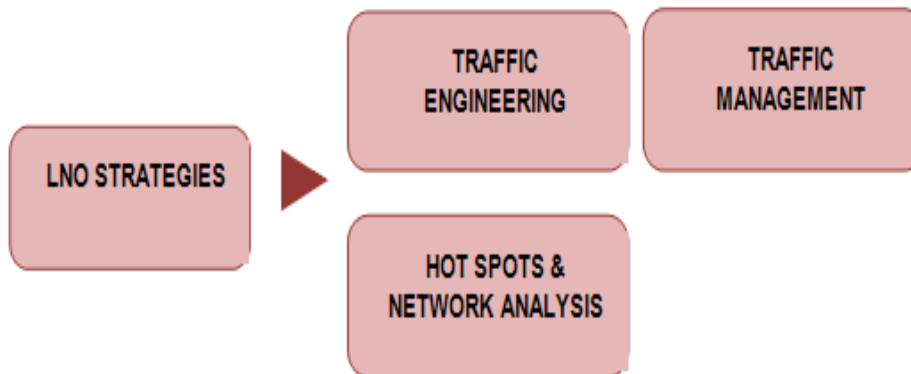


VIRGINIA
MEGAPROJECTS



Local Network Operations Strategies

TMP Goal: Maintain the flow of traffic on the nearby arterial network.





Traffic Operations Strategies

TMP Goal: Keep the construction zone safe for travelers and workers and maintain traffic flow on the nearby arterial network.

TO/IM STRATEGIES

COUNTY POLICE

TRAFFIC SIGNAL
UPS

PORTABLE CMS

TOC OPERATOR

CCTV CAMERAS

SAFETY SERVICE
PATROL

VIRGINIA STATE
POLICE

MOVE-IT SIGNS

511

INSTANT TOW

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Transit/TDM Strategies

TMP Goal:
Minimizing traffic in
the work zones.

TDM AND TRANSIT
STRATEGIES



EXPRESS BUS

NURIDE CARPOOL
INCENTIVES

TELEWORK

SHUTTLEPOOL

VANSTART/
VANSAVE

VARIABLE WORK
HOURS

MEGABENEFITS

SUBSCRIPTION
BUSES

GUARANTEED RIDE
HOME

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Dulles Rail on Track

Phase 1 of the Dulles Corridor Metrolink Project is rapidly progressing toward 43 percent construction completion. Work is well underway on all the stations and along 11.7 miles (18.8 km) of Phase 1 of the rail extension.

Near 146 and the Dulles Connector Road merge crews are executing critical work to complete the lean for the extension to Metrolink's existing Orange Line with the new rail line in Tysons Corner. Because this work is being done so close to the existing rail system, it requires service outages and coordination with Metrolink. Nine of the 12 planned outages have been completed. The next disruption of service between the East Falls Church and West Falls Church Metrolink stations is planned for Labor Day weekend.

The line stations are quickly taking shape and becoming more visible, with construction at Tysons East near Cap One and Waddle Avenue stations the most advanced at this point.

Nighttime construction between Leesburg Pike (Route 7) and the Dulles Toll



Road (Route 267) is changing the road's current configuration, and drivers are urged to use caution when traveling in this area.

Two stations are being constructed in the median of heavily-congested Route 1. Crews are completing the cut-and-cover tunnel portion that will eventually lead into the Tysons Center 7 Station's southeast end.

The Tysons West Station is above ground, and crews are completing the piers that will support it.

Meanwhile, one of three horizontal viaducts being used to build aerial bridges on Tysons has been moved from Route 123 to Route 7 east of West Park/Groves intersection.

Below ground, crews continue to work on the inbound and outbound tunnels that will carry tracks to and from the Route 7 corridor into the Tysons Center/123 station along Route 123, Tysons Corner Center and Tysons Galleria malls. Tunnel construction is on schedule to be complete by the end of 2011.

I-95 Widening Complete

Motorists on I-95 are sharing 30.30 minutes off their commutes from Springfield to Occoquan now that the I-95 widening project is complete.

"Motorists are already seeing the benefits of this project," said Virginia Department of Transportation (VDOT) project manager H.S. Warrach, noting that "the additional lane brings significant time savings and improved traffic flow to this vital east coast transportation corridor."

The additional north and southbound lanes stretch six miles, from the Fairfax County Parkway in Newington to the Route 123 exit in Occoquan. Along this corridor, crews widened bridges over Accotink Creek, Potomac Creek, Lorton Road, two Route 1 ramps, Furnace Road and the Occoquan River. They also replaced several signs with newer, wider sign structures and erected more than two miles of new soundwalls.

To build the new lane on the Purple Heart Bridge over the Occoquan River, piers were driven into the river bed in 2009. With the new piers in place, crews

Transportation Improvements Planned For Mark Center

Road construction crews from the Federal Highway Administration-Eastern Lands are making short-term transportation improvements around the Mark Center to prepare for 6,400 DoD personnel employees scheduled to arrive by the end of 2011.

There are six short-term improvements that will reduce some of the immediate congestion on the

Communications Strategies

TMP Goal: Keep a wide range of audiences informed on traffic related information and minimizing traffic in the work zones.

COMMUNICATION STRATEGIES

PUBLIC INFO & COMMUNITY OUTREACH

ADVERTISING

WEB SERVICES

SURVEY & RESEARCH

TRANSIT MARKETING

Megaprojects Public Affairs/Communications

Outreach Toolbox in action

Community Ribbon Cuttings



Stakeholder Tour



President Barack Obama Visiting Fairfax County Parkway



Media Event



Communications Challenge

- **Massive construction** in one of the nation's most congested and high-profile regions, with steady growth despite weak economy
- **Complex project structure** and funding involving stakeholders from several government and private-sector sources
- **Millions of people feel the impact every day**, with construction hitting its maximum pace starting in 2010
- **Tysons Corner, prominent business center, is in middle of construction** where Dulles Metrorail and HOT lanes converge
- **Cutting through the information clutter** in a media-rich environment
- **Audience on an individual basis:** Low unemployment + highly educated (well paid) = high expectations + low tolerance for *pain*; Steve's "1040 factor"
- **Motorists are stressed out as it is**, and construction adds even more to the stress



Roads in Northern Virginia are congested eight hours out of every day

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VIRGINIA
MEGAPROJECTS

Goals, Objectives, Measures

Overarching goal

- Build public awareness, understanding and acceptance of construction impacts and projects, leading to public support of transportation improvements and safe, efficient travel through project work zones

Objectives

- Provide timely, relevant and accurate information
- Be proactive and responsive to community needs and request for construction impacts
- Show project benefits
- Multiple media and communication support plan

Measures

- Increase public awareness – this awareness leads to better understanding and support
- Unify messaging under Virginia Megaprojects as a brand for all projects to simplify information dissemination to all audiences – recognition leads public to information sources VDOT controls
- Increase Web traffic to VAmegaprojects.com – plus closure-alert sign-up activity during key closure timeframes

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Layered Communication Process Is Critical For Success

Advertising - Radio, television, newspaper, direct mail, billboards, gas pump covers, exhibits, displays

New Media – Twitter, Facebook, YouTube, Customer Relations Management (CRM), Phase III Megaprojects website, Blog, Desktop Widget

Public Information - Web site, information center, Customer Relationship Management, Newspaper/print info

Public Outreach - Meetings, townhalls, breakfast leaders briefings, slugger breaks

Public Affairs - Events, tours, media relations, crisis communications

Employer Outreach - briefing meetings, townhalls, webinars

Internal Communications - E-mail updates, presentations, quarterly meetings, Web

Research - Surveys, analysis, focus groups (gauge information needs and effectiveness of communications)

“What is Effecting Me Now?”

Increased
awareness = right
attitude and
behavior

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10+ Years Of Consumer Research

10 Guiding Principles

1. Project-related communications start with Customer Needs.
2. Construction projects impact commuters' sense of Control and Well-Being.
3. Project-related communications have a MANDATE: The Public Wants To Know!
4. Project-related communications must reach Everywhere.
5. Project-related communications much include Everyone.
6. With project-related communications, it's all about "What's in it for me?"
7. With project-related communications, Awareness & Familiarity drive project support.
8. With project-related communications, Accuracy & Timeliness matter.
9. With project-related communications, communication is a Two-Way Street.
10. With project-related communications, there's Never Too Much Information.

Source: *Combined SIR resident and commuter studies for VDOT and DRPT.*

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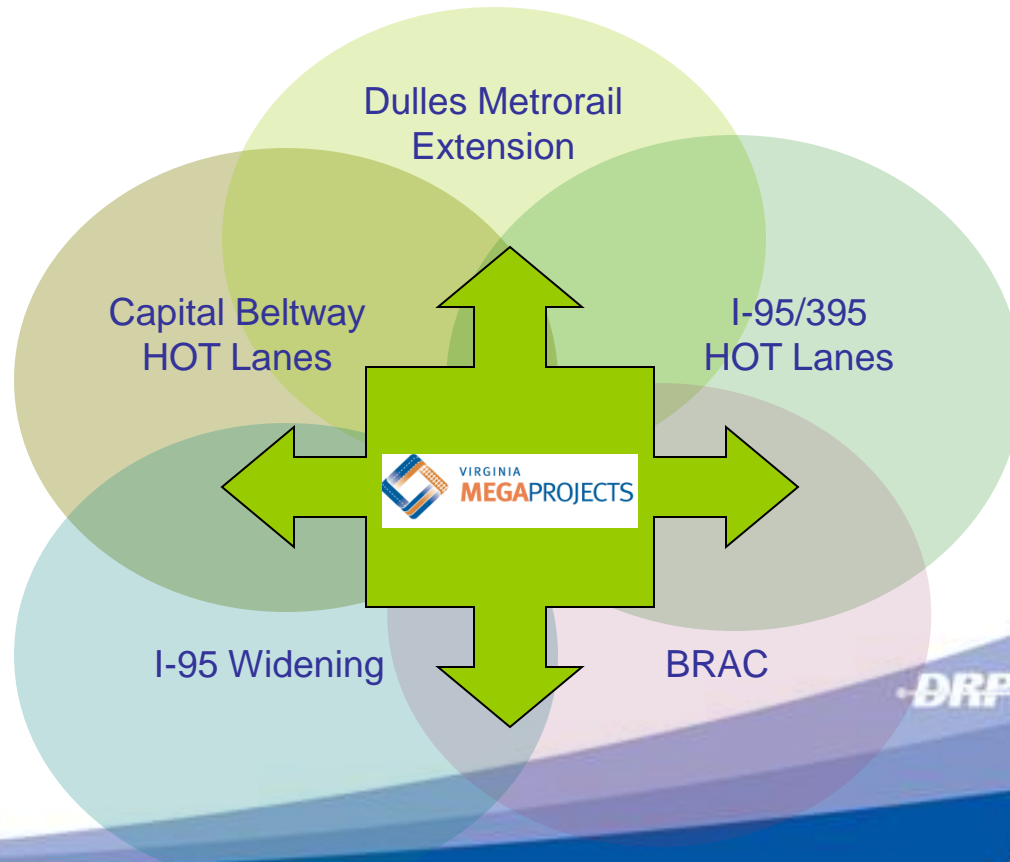
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MEGAPROJECTS

Unified Communications Planning

Virginia Megaprojects is a consolidation of five individual major constructions projects designed to bring congestion relief to northern Virginia. Communications to the target audience must occur across two, three or even all five projects - requiring a unified plan seamless to the motorist



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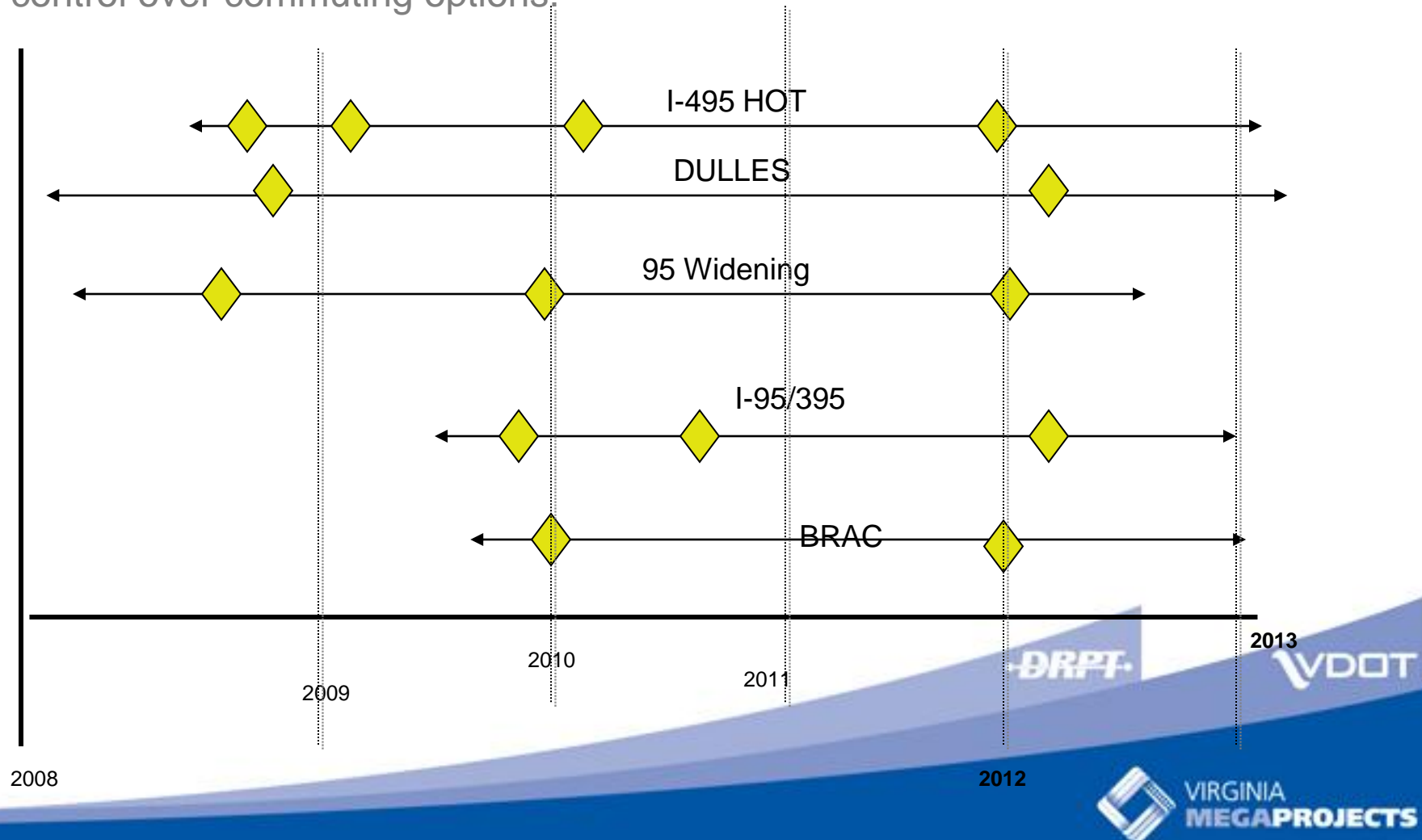


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MEGAPROJECTS

Impacts ALL Motorists in Northern Virginia

◆ = Significant Project Milestones/Impact on Motorists

Research shows that communication is critical to awareness and ultimately satisfaction with VDOT about the information needed provide motorists with control over commuting options.



Public Affairs/Communications

Overview

- Focused on community outreach and media relations to inform more than 1 million daily corridor travelers and over 800,000 directly impacted residents and businesses.
- Megaprojects has held over **3000 stakeholder meetings** to date, about 52 a month
 - Over 50 countries have visited the Megaprojects program through international transportation delegations
- **Audiences include:**
 - Residents
 - Motorists
 - Businesses
 - Elected Officials
- **Outreach Toolbox:**
 - Website/Electronic communications
 - Social Media
 - Media: print, radio, television
 - Stakeholder meetings/events
 - Elected Official briefings
 - Direct impact door-to-door
 - Employer Solutions
- **Goal: Provide 24/7 communications 703-928-6569**



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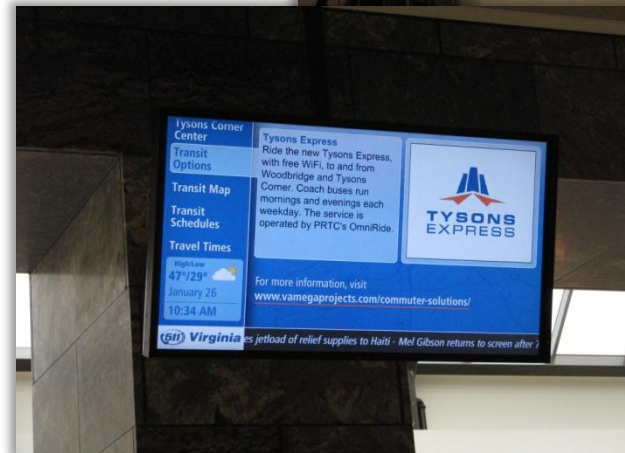


VIRGINIA
MEGAPROJECTS

Public Affairs/Communications

How we communicate

- Program Management
- Public Information Officers
- Lane Closure Coordinator
- Electronic/Social Media Specialist
- Earned Media Outreach
- Marketing/Advertisement
- Community/Government Affairs
- Research Specialists
- Website/Content Managed System
- Travel Information Displays
- Broad talent pool
 - Soup-to-nuts operations
 - Highly Flexible staffing
 - Staffing for project duration only
 - Five full time staff members oversee day-to-day operations



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VIRGINIA
MEGAPROJECTS

Approach

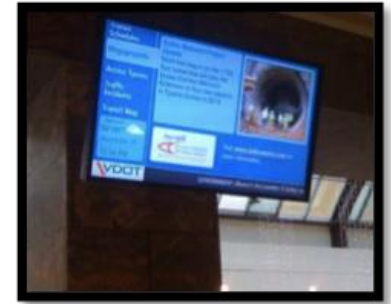
Media relations: daily interviews, briefings, releases, fact sheets

Megaprojects research supports an integrated communications approach to reach a broad, targeted audience: commuters, residents, businesses and officials

Real-time traffic info displays: located in Tysons Corner mall where 2 million shoppers visit each month

Public outreach: More than 150 events/meetings held this year, various collateral support created for each

Special news supplement: 500,000 households reached three times annually



Media Relations

Megaprojects is a leading newsmaker in Northern Virginia



Spring officials/media briefing



Fairfax County Parkway ribbon cutting



HOT lanes media update

Spring public officials/media briefing
Events (ribbon cuttings)

On-site media interviews/briefings
before major road closures and
milestones

Daily media calls

Weekly lane closure alerts

Special bulletins

Feature releases, media packets

Regularly covered by Washington
Post and all major radio and
commercial TV stations in Northern
Virginia as well as regional blogs

National trade associations,
magazines and other media also
covered

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MEGAPROJECTS

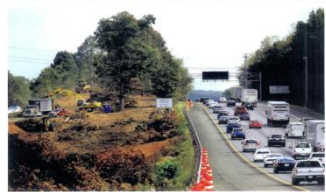


The Free Lance-Star

SEVEN FREEDOMSBURG, VIRGINIA, STAFFED AND OWNED, COUNCIL ORANGE, CALLED THE FREEDOMSBURG NEWS. WEDNESDAY, AUGUST 29, 2012

I-95 SOLUTION SLATED AT GARRISONVILLE

WILL NEW LANES BRING BACKUPS?



VDOT crews clear trees along the median near Dumfries Road along Interstate 95 to make way for the express lanes that will run north from Dumfries Road to Garrisonville.

NEW EXPRESS LANES

VDOT's plan to add a new lane of traffic on the northbound side of Interstate 95 near Dumfries Road in Garrisonville is a move that will bring the highway back to its original capacity. The new lanes will be a toll road, and the toll will be \$10 a day. The toll will be collected by the Virginia Department of Transportation and the Loudoun County Board of Supervisors.

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McDonnell rips into Obama

VIRGINIA GOVERNOR LIES TO HIS PEOPLE, SAYS MCDONNELL

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Earned Media

COMMUTER

Beltway work set to move into next phase

Long, winding road ahead

By Robert Thompson

The work crews building Virginia's high-occupancy toll lanes spent the past few years tearing up the Capital Beltway. This year, they will start putting it back together.

But first, they've got to move drivers out of the way. During the spring and summer, thousands of the new lanes will be opened up to traffic. The work crews will be tearing up the outer side of the highway, the side of the highway that is closest to the Potomac River.

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METRO

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Major NOVA Construction Projects Picking Up Steam

Construction at five major road projects could add more minutes to your commute.

Megaproject News inserted in over 500,000 local newspapers along the 95/495 and 395 corridor



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VIRGINIA MEGA PROJECTS

THE POWER OF GO

NEWS

Special supplement to your community paper

Summer / Fall 2012 Northern

n.virginia

SPECIAL EDITION
95 EXPRESS LANES

Governor McDonnell Announces Contract to Build 95 Express Lanes

In July, Gov. Bob McDonnell announced that the Virginia Department of Transportation (VDOT) framework for a long-term business relationship. Construction is expected to begin in 2012 and be completed by late 2014. The project will build approximately 29 miles of express lanes on I-95 from Garrisonville Road in Stafford County to Edsall Road in Fairfax County. Construction on the \$925 million project began in early August.

"This is a historical day for transportation and the economy in Virginia," said Gov. McDonnell. "In partnering with the private sector, VDOT is investing nearly \$1 billion dollars in construction of heavily traveled Northern Virginia corridors, taking bold action by opening up new sources of investment."

Over 2,000 Miles of Road Scheduled for Closures Planned

Stretching nearly 2,000 miles, Interstate 95 is one of the most heavily traveled roads in the country. Many rely heavily on it for their daily commutes, especially around Northern Virginia. Over the past few years, VDOT has been upgrading and maintaining the road. A new ramp and access road will be built near the Dulles Access Road interchange. The project will improve traffic flow and reduce travel time. Construction is expected to begin in 2012 and be completed by late 2014. The project will build approximately 29 miles of express lanes on I-95 from Garrisonville Road in Stafford County to Edsall Road in Fairfax County. Construction on the \$925 million project began in early August.



THE POWER OF GO

VIRGINIA MEGA PROJECTS

SEPTEMBER 12, 2012

95 Express Lanes Offers Two Weeks Toll-Free

an educational campaign for the 495 Express Lanes, drivers who receive two toll-free weeks of travel on the Express Lanes. The Express Lanes open later this year they will provide the first real relief option and the first step is to get an E-ZPass account and get an E-ZPass Flex in the Express Lanes. "We want all drivers to be prepared to take advantage of the 495 Express Lanes offer and purchase a new E-ZPass can be found at expassva.com. To

Click here

Express Lanes 495

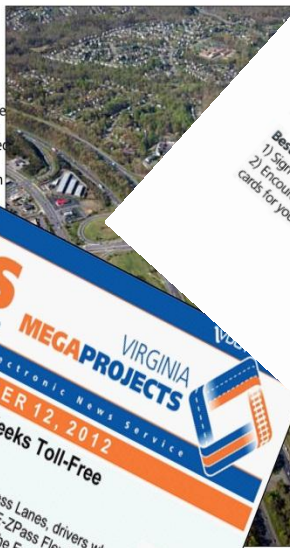
EXPRESS Lanes

ALL USERS REQUIRED

HV 3+ NO TOLL

Work and Ride Lot Opens in Prince William

Thursday, September 6, Phase I of a new VDOT Park and Ride lot opened at Telegraph Road in Prince William County, expanding commuting options for motorists along the heavily traveled I-95 corridor. The completed lot will ultimately provide 729 parking spaces, bike racks and lockers, bus shelters and bus pick-up/drop-off areas. Construction is expected to begin in 2012 and be completed by late 2014. The project will build approximately 29 miles of express lanes on I-95 from Garrisonville Road in Stafford County to Edsall Road in Fairfax County. Construction on the \$925 million project began in early August.



Better ways to work and rewards for Put that in you

NuRide gives your staff in the economy, finding an affordable way to help every disposable income help the environment. But what if you could give every disposable income help the environment. You can, when your staff sign up to try NuRide, they can save money and avoid stress instead. Plus, it lets them enjoy the results. A happier, more productive staff helping relieve traffic congestion.

Best of all, it's easy!

- 1) Sign up to try NuRide
- 2) Encourage your staff to sign up

cards for your fleet!



Add extra time to your day, for only \$50 a month.



Leave your car at home

Why spend a big chunk of your morning and evening stuck behind the wheel? When you carpool, you can leave your car at home and get part of your day back - that means you can read, work, sleep or anything else that doesn't involve staring at the car in front of you. If you have to travel at least 15 miles to work, you can join a New Virginia Megaprojects carpooling program. For more information, visit www.vamegaprojects.com or call her at 703-586-0018. For more information, visit www.vamegaprojects.com or call her at 703-586-0018.

Limited time offer: Join now for only \$50 a month

If you haven't been in a carpool in the past year, you can join a New Virginia Megaprojects carpooling program. For more information, visit www.vamegaprojects.com or call her at 703-586-0018. For more information, visit www.vamegaprojects.com or call her at 703-586-0018.



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Online Communications

- VAmegaprojects.com is THE call to action for all project information
- The public signs up for weekly updates or asks questions directly through the homepage
- Media have an online newsroom to access videos, releases and other collateral
- Real-time traffic and project Info transmitted to video displays in Tysons Corner mall



Local Trade and National Media

Eight major stories and 35 news briefs published for more than \$200,000 in earned media value



Advertising

-When Absolutely Necessary-

Paid placements support media relations and public outreach by increasing the reach and frequency of messaging for critical times when construction impacts are significant -- highlighting safety and closure details



Route 123 closed this weekend.

Route 123 (Chain Bridge Road) under the Beltway in Tysons Corner will be completely shut down from 5:30 p.m. on Friday, June 11th to 5 a.m. on Monday, June 14th. Crews will be demolishing the old Beltway bridge over Route 123 as part of Virginia's I-495 HOT Lanes Project, and a new bridge will be built over Route 123 in Tysons Corner.

Detour Routes:

- Traffic leaving the Tysons Corner shopping areas will be directed to Route 7.
- A detour will be in place for traffic leaving the area.

Get help navigating construction: Big roadwork projects like these can be challenging to deal with. But rest assured—when completed, they'll improve traffic flow, business efficiency, and personal mobility for everyone in the area. Until then, you can sign up to receive project updates and helpful information on commuter solutions at VAMEGAPROJECTS.COM.

The I-495 HOT Lanes construction is part of the Virginia Megaprojects—a series of large-scale transportation projects designed to ease traffic congestion and improve better transportation.



New travel options are coming to Northern Virginia

Coming soon to a highway near you: More travel choices than ever before, with new HOT lanes and the Dulles Metrolink extension.

Take the train to your place

When the Dulles Center Metrolink Project completes, you'll have an easy, toll-free connection between downtown DC and Washington Dulles International Airport. Stops along the way will include Tysons Corner, Reston, Herndon, and more.

Life in the HOT Lane

Get ready for seamless HOV lane connections between the Beltway, I-66 and I-495 with new High Occupancy Short (HOS) lanes. HOT lanes are free for buses, carpools, vanpools, and motorcycles to use, and vehicles with one or two people can pay a toll to use them as well.

To learn more about the projects, get alerts on current delays and detours, and follow construction progress, visit VAMEGAPROJECTS.COM.

Virginia's I-495 HOT lanes and Dulles Metrolink extension are part of a series of large-scale transportation improvements designed to ease congestion and provide you with new, better ways to get where you need to go.



Project Hotline 877-955-2222 VAMEGAPROJECTS.COM



The Washington Post

BP's standard

WORK VISIT

LOTS AND LOTS OF CREWS AND KNOW BEFORE YOU GO.



FAST PACED Megaprojects FOR A FAST PACED REGION

Record improvements this summer were set by the way we're doing things. Construction all around northern Virginia shifted into new bridges, ramps, travel lanes and Dulles Metrolink pairs taking shape at record speed. Construction is tough on motorists, but it will be worth the effort. In June 2013 a new fourth lane on I-495 will cut 15-20 minutes off driving time between Tysons Corner and the Capital Beltway during morning rush hour and up to a half-hour during the afternoon-evening rush hours from the beltway heading south into Prince William County and beyond.

By the end of 2013 car pools, vanpools and more bus lanes will drive on the new 495 Capital Beltway High Occupancy Toll (HOT) Lanes with tollable and directional concrete

Construction progress

New bridges have opened at Broadbent Road (Route 550), Little River Turnpike (Route 214), Gallop Road (Route 570), Lee Highway (Route 27), and east over the Beltway and Loudoun Pike (Route 7). Each new bridge and overpass is bigger and wider to open the right-of-way lanes plus two HOT Lanes in each direction. The new bridges will also have pedestrian and bike paths.

This fall, more on-ramp construction along the 16-mile work zone. Bridge work elsewhere the spread while crews make headway to shift the main line of the Capital Beltway away from the center of the road. This makes room for the four new HOT Lanes planned for the middle of the Beltway.



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Community, Employer Outreach

More than 150 meetings, events, public official and media briefings, and transportation fairs held in from May 2011-April 2012 for specific audiences most affected by construction. More than 250 public meetings held mostly at night and on weekends.



Employer Solutions Team specifically targets Tysons businesses most affected by construction



Neighborhood meetings, briefings to small groups and international visitors



'Keep Tysons Moving' event for major employers at Capital One Headquarters



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Results

Media relations and events yielded far-reaching coverage, valued at more than \$200,000 in earned media value	<ul style="list-style-type: none"> • WIDESPREAD media coverage - fair and balanced • <i>Washington Post</i> published emergency alerts nearly word for word • May 2011-April 2012: Eight major stories and 35 news briefs – more than \$200,000 in earned media value
Advertising and marketing reached millions of commuters	<ul style="list-style-type: none"> • More than 10 million impressions • Radio ads targeting key closures helped reduce significant back-up potential • Website visits increased by 100 percent during paid media flights, resulting in a 30 percent increase in sign-ups for alerts
Public, community and employer outreach targeted individuals and large groups	More than 150 meetings, events public official and media briefings and transportation fairs
Awareness goals achieved	<ul style="list-style-type: none"> • Overall awareness increased to 88 percent for the most impactful project - 495 Express Lanes (formerly I-495 HOT Lanes) • Awareness doubled for <i>Virginia Megaprojects</i> as a collective group of projects to improve transportation, resulting in project support increase for each of the projects • Those aware of <i>Virginia Megaprojects</i> more likely to support projects
Web site visits to VAmegaprojects.com exceeded goals	Web visits increased by more than 80 percent in 2011 as compared baseline year when the site launched
Communications supported VDOT's priorities on safety and moving traffic through work zones as efficiently as possible	<ul style="list-style-type: none"> • Traffic moved as smoothly as possible during the major construction events • <i>Washington Post</i> praised project safety

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Stay Informed-Know Before You Go
www.VAmegaprojects.com
1-877-959-5222 Megaprojects



*Washington Nationals
Manager Davey Johnson
T-Shirt night*

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Vamegaprojects *Funniest Moments*

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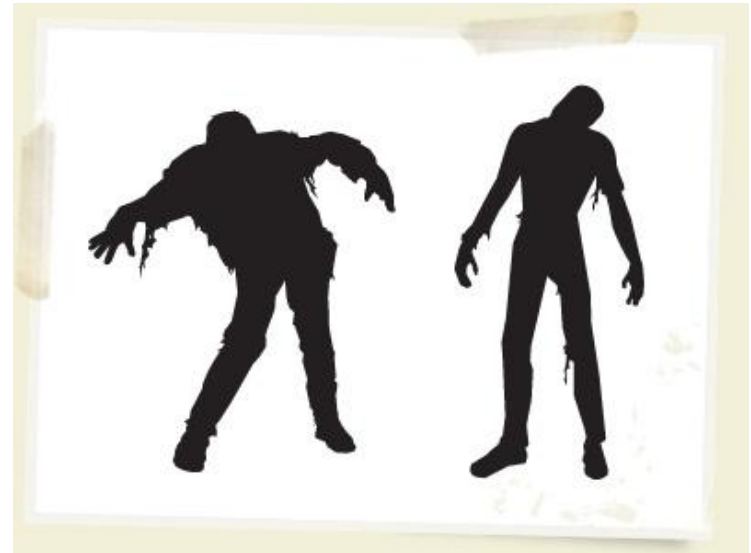
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What's wrong with this picture?



VDOT

Communications



“We have had some zombie sightings,” joked Steven Titunik, a spokesman for the Virginia Department of Transportation. “Normally we don’t get them up past North Carolina, but with global warming, who knows?”

Washington Post

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Build it and they will come?



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Bridge repair at it's finest.



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Not a great place for a water fountain.



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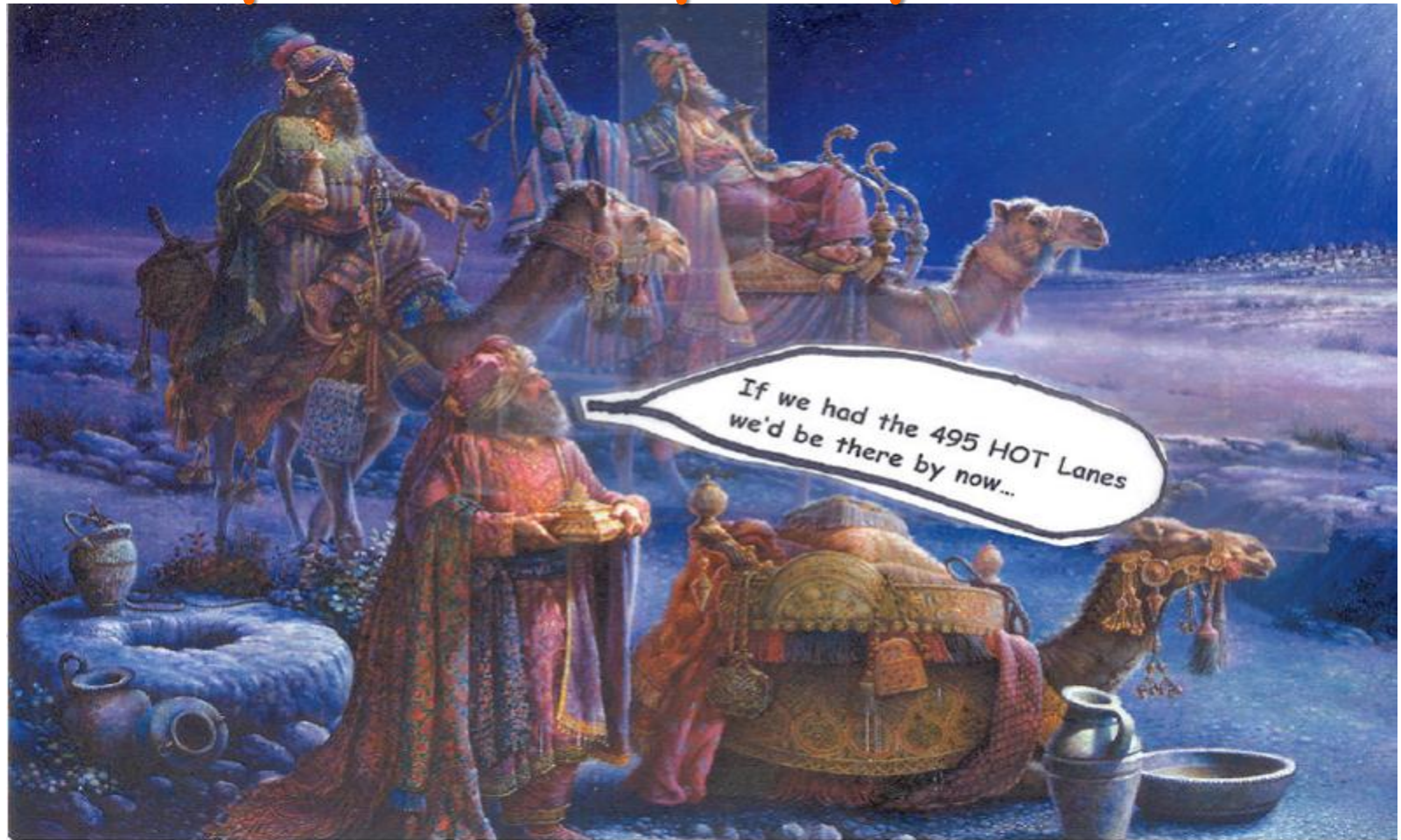


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Working with the local community...



495 Express will open by Christmas!!



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